

## ORDER



**Orders**  
**Order / Rev:** 720188  
**Alt Order #:** 06362557  
**Product Desc:** RNC ROMNEY  
**Estimate:** 461  
**Flight Dates:** 10/03/12 - 10/09/12  
**Original Date / Rev:** 10/03/12 / 10/03/12  
**Order Type:** Political

## WTLV-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** American Rambler Productions/ POL  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Romney, M/ RNC  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	54	\$20,380.00	\$17,323.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	54	\$20,380.00	\$17,323.00	0.00
<b>Totals</b>	<b>54</b>	<b>\$20,380.00</b>	<b>\$17,323.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	10/03/12	10/07/12	M-F 6-7a M-F 6-7am (6:00 AM-6:30 AM)	CM	6a-7a	---TF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		3				\$400.00		0.00			
E 2	WTLV	10/08/12	10/09/12	M-F 6-7a M-F 6-7am (6:00 AM-6:30 AM)	CM	6a-7a	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2				\$400.00		0.00			
E 3	WTLV	10/08/12	10/09/12	M-F 6-7a M-F 6-7am (6:30 AM-7:00 AM)	CM	6a-7a	MT-----	:30	2	\$425.00	P-3	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2				\$425.00		0.00			
E 4	WTLV	10/08/12	10/09/12	Today Show M-F 7-9am (7:00 AM-8:00 AM)	CM	7a-9a	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2				\$400.00		0.00			
E 5	WTLV	10/03/12	10/07/12	Today Show M-F 7-9am (7:00 AM-8:00 AM)	CM	7a-9a	---TF--	:30	3	\$375.00	P-3	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		3				\$375.00		0.00			
E 6	WTLV	10/03/12	10/07/12	Today Show M-F 7-9am (8:00 AM-9:00 AM)	CM	7a-9a	---TF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		3				\$400.00		0.00			

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Advertiser: Romney, M/ RNC  
 Product Desc: RNC ROMNEY  
 Estimate: 461  
**WTLV-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WTLV	10/08/12	10/09/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM)	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2			\$400.00			0.00			
E 8	WTLV	10/03/12	10/07/12	Today Show II M-F 9-10am	CM	9a-10a	---TF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		3			\$400.00			0.00			
E 9	WTLV	10/08/12	10/09/12	Today Show II M-F 9-10am	CM	9a-10a	MT-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2			\$400.00			0.00			
E 10	WTLV	10/03/12	10/07/12	M-F 4-5p Ellen	CM	M-F 4p-5p	---TF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		3			\$150.00			0.00			
E 11	WTLV	10/08/12	10/09/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	MT-----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2			\$225.00			0.00			
E 12	WTLV	10/08/12	10/09/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2			\$400.00			0.00			
E 13	WTLV	10/03/12	10/07/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	---TF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		3			\$400.00			0.00			
E 14	WTLV	10/03/12	10/07/12	5a-530a 5a-530a	CM	M-F 5a-530a	---TF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		3			\$200.00			0.00			
E 15	WTLV	10/08/12	10/09/12	5a-530a 5a-530a	CM	M-F 5a-530a	MT-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2			\$200.00			0.00			
E 16	WTLV	10/08/12	10/09/12	530a-6a 530a-6a	CM	530a-6a	MT-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2			\$200.00			0.00			
E 17	WTLV	10/03/12	10/07/12	530a-6a 530a-6a	CM	530a-6a	---TF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		3			\$200.00			0.00			
E 18	WTLV	10/05/12	10/05/12	Fri Prime C Fri Prime C	CM	Fri 10p-11p	----F--	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--		1			\$1,350.00			0.00			
E 19	WTLV	10/06/12	10/06/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1			\$400.00			0.00			
E 20	WTLV	10/06/12	10/06/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	2	\$400.00	P-5	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		2			\$400.00			0.00			
E 21	WTLV	10/06/12	10/06/12	Sat 6-630p Sat 6-630pm	CM	Sat 6p-6:30p	-----S-	:30	1	\$335.00	P-1	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	WTLV	10/06/12	10/06/12	Sat 6-630p Sat 6-630pm	CM	Sat 6p-6:30p	-----S-	:30	1	\$335.00	P-1	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-----S-		1			\$335.00		0.00				
E 22	WTLV	10/06/12	10/06/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-----S-		1			\$150.00		0.00				
E 23	WTLV	10/06/12	10/06/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-----S-		1			\$150.00		0.00				
E 24	WTLV	10/07/12	10/07/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	1	\$850.00	P-5	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-----S		1			\$850.00		0.00				
E 25	WTLV	10/07/12	10/07/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	2	\$335.00	P-1	0.00	NM	2	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-----S		2			\$335.00		0.00				
E 26	WTLV	10/07/12	10/07/12	Football Night in America Football Night In America	CM	Various	-----S	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-----S		1			\$1,600.00		0.00				
E 27	WTLV	10/07/12	10/07/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-----S		1			\$400.00		0.00				
													Totals	54	\$20,380.00